

## **REMARKS**

In some embodiments of the present invention, an info segment may be received or generated by an Info segment server. The Info segment server may store the info segment until the info segment is sent to a receiver. The info segment may include a content identifier and an ad entry having an interrupt point identifier. The content identifier may identify the content item with which the info segment is associated in some instances. The interruption point identifier may indicate a point to insert an advertisement in the content item. The info segment may be sent to a receiver by a push or pull model in some embodiments.

### **Zigmond**

There is no indication in Zigmond that ad rules are delivered to the ad insertion device with an indication of where an ad is to be inserted in a particular stream of video. For example, referring to Figure 5 of Zigmond, ad selection criteria are separate from trigger delivery. Moreover, the trigger delivery is apparently streamed in real time. Thus, ad rules and triggering events appear to be independently evaluated.

In one embodiment of the present invention, one entry in an info segment may be a content identifier and another entry may be an interruption point indicator. Thus, the interruption point indicator may be content specific in some implementations. For example, an interruption point indicator may indicate that a content item should be interrupted for ad insertion after the content item has been played a certain number of times. Zigmond discloses no such control over ad insertion; he simply inserts an ad whenever a triggering event is detected. For at least these reasons, the claims distinguish over Zigmond.

### **Knepper**

The new claims are also distinguished over Knepper. For example, Knepper's instruction set merely indicates a sequence or order of play. In particular, the placement of the AdInsert tags dictates the *sequence* of play of the advertisement and entertainment media files. Thus, either the advertisement or entertainment file may be played and, when done, the other file is played. See, e.g., [0055], [0058], and [0059]. In other words, the instruction set directs how the media

files are assembled. [0013]. The files have a start and an end and the playlist is used to determine what sequence of the discrete files is indicated. Because Knepper's instruction set merely identifies the order in which the files are presented, the claims distinguish over the reference.

## CONCLUSION

In view of the amendments and remarks herein, the application is believed to be in condition for allowance. The Examiner's prompt action in accordance therewith is respectfully requested. The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 20-1504 (BKA.0010US).

Respectfully submitted,



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